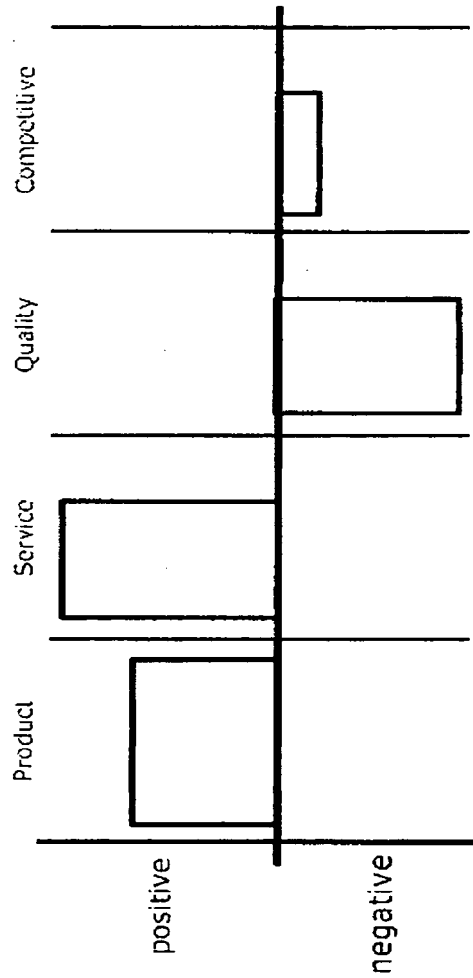
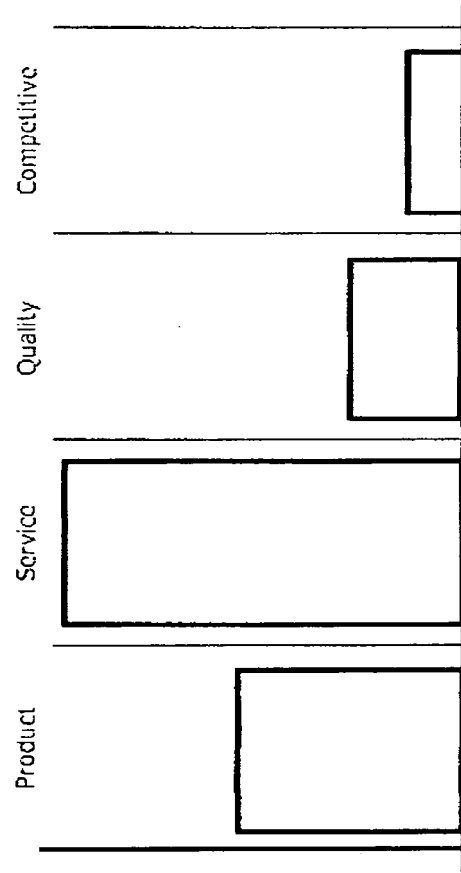


A System and Method to give a true indication of Respondent Satisfaction to an electronic Questionnaire Survey



501 Company Ranking

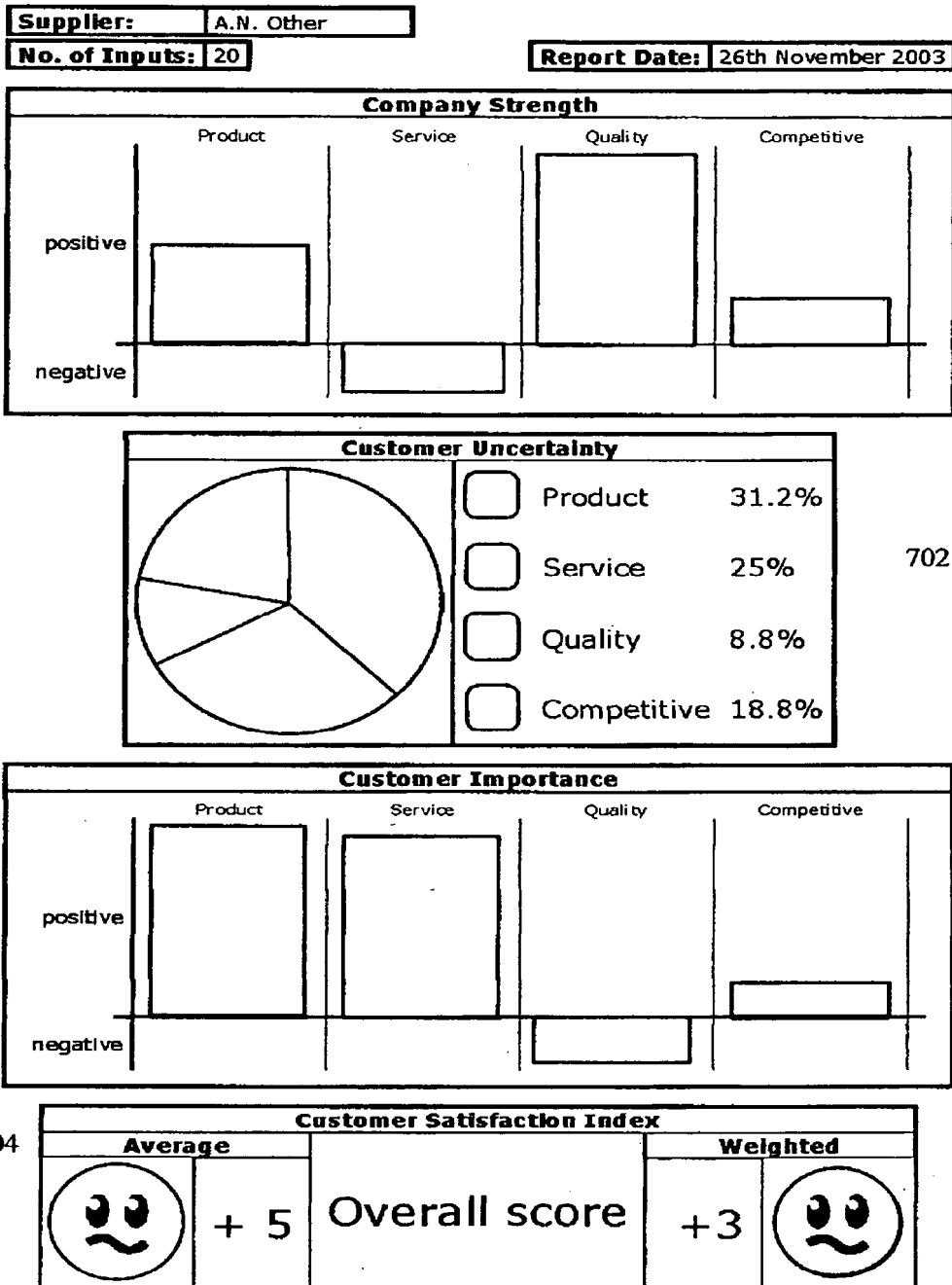


502 Respondent Ranking

Figure 8

A System and Method to give a true indication of Respondent Satisfaction to an electronic Questionnaire Survey

## 1. Executive Summary



© The Gosling Group, 2003. All rights reserved.

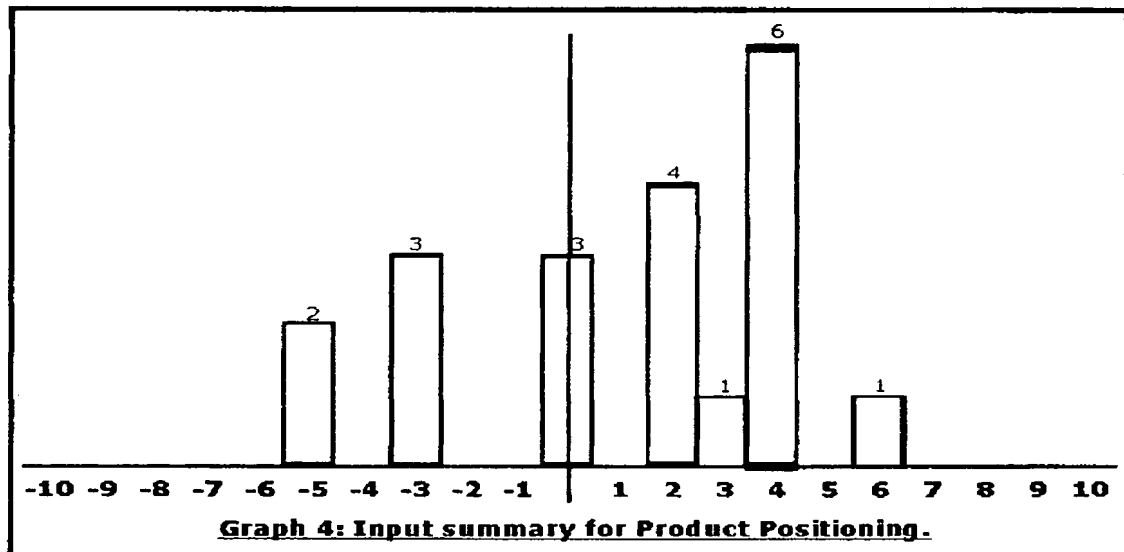
Figure 10

A System and Method to give a true indication of Respondent Satisfaction to an electronic Questionnaire Survey

## 2. Product Positioning

**Supplier:** A.N. Other

**Report Date:** 26th November 2003



801

### 2.1 Statistical Analysis:

Mean:	Standard Deviation:	Skew:
$\frac{\sum x}{n}$	$\sqrt{\frac{\sum (x - \bar{x})^2}{n-1}}$	$\frac{(x_{mid} - \bar{x})}{(x_{max} - x_{min})}$
1.1	3.3	8.2%

- With a mean of 1.1, Product Positioning is a discipline suitably covered by the company, and a standard deviation of 3.3 means that this assessment may be taken as a moderate indicator of the inputs to the survey.
- A skew of 8.2% implies that these results are forecasted to automatically turn more positive, as the inputs were positively weighted about the mean.

802

### 2.2 Company Implementation:

Communication Factor:	Company Strength:	Customer Importance:
68.8%	29.3%	46.7%

- With a 68.8% communication factor, customers do not know the company's position towards the area of Product Positioning.
- With a company strength factor of 29.3% and a customer importance factor of 46.7% the company has correctly positioned this discipline, but its importance may still not be fully appreciated by the company as required by the customer base.

803

Figure 11